

The



AMERICAN PERFUMER



MAY
1906

PUBLISHERS UNGERER & CO. NEW YORK

THE AMERICAN PERFUMER

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THE AMERICAN PERFUMER

PUBLISHED MONTHLY

Subscription, Three Dollars Per Annum

UNGERER & CO., 15 PLATT ST., NEW YORK

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NEW YORK, MAY, 1906.

Vol. I, No. 3.

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PUBLISHED MONTHLY

UNGERER & COMPANY, Publishers

15 Platt Street, New York

TERMS OF SUBSCRIPTION

The World Over, - - - - \$3.00 Per Annum

Subscriptions payable invariably in advance, by check, money-order, or postal-note, to order of THE AMERICAN PERFUMER.

ADVERTISING RATES ON APPLICATION.

EDITORIAL NOTICE

WE invite correspondence and special articles upon subjects of interest to all engaged in the manufacture and sale of Perfumes, Soaps and Toilet Articles. THE AMERICAN PERFUMER is the OPEN FORUM for each and all in the Trade. The usual right to reject objectionable matter and advertisements is reserved.

COMMERCIAL PIRATES.

When they captured pirates on the high seas in the olden time, the pirate suffered the extreme penalty of the law with short shrift. We have commercial pirates who are just as deserving of the worst punishment that the law can inflict, short of capital punishment. These are the firms or individuals who steal the ideas of others, copy Trade-Marks and Registered Titles, and otherwise deceive the public. For this class of pirates never try to imitate the article or reproduce its real value, but invariably add insult to injury by selling inferior goods under the names of reputable materials.

It is more than time for the Congress of the United States to take up this matter and pass a Trade-Mark law that will stand in the courts and protect the reputable merchants of the country in the development of their business.

In no other line, perhaps, can such a law be more useful than in that of Perfumery and Toilet Articles. The firms of high standing have to contend constantly with the imitators who have not brains or ability enough to originate a name

or a product, yet jump at once at any successful extract and counterfeit it to the injury of the genuine article.

It is an important matter for the Manufacturing Perfumers' Association to take up through its Committee on Legislation and to join with other manufacturers in impressing upon Congress the necessity for adequate action.

A fine is not sufficient by way of penalty, for these pirates are generally irresponsible financially and imprisonment alone can put a stop to the practice.

We do not hesitate to imprison the man or woman who counterfeits the currency of the United States; and we should be just as jealous of the current products of the merchants, whose titles are part of their capital, and are as much entitled to protection in this respect as in the theft of any other belongings.

There is property in names, a very valuable asset in many instances, and the rights of progressive and reputable merchants must be protected. Dealers may do much towards killing this piracy by refusing to purchase imitative goods, but it is more difficult to secure this action than to pass and enforce stringent laws which will put the counterfeiters in jail.

WHAT MAKES VALUE.

Sell a man at his own valuation and buy him at yours, and the profit would be considerable. Actual value does not consist in personal estimate, but in intrinsic value, and this is fixed by the law of demand and supply. Deception as to quality has much to do with variations in prices, and according to the legal apothegm "Let the buyer beware!" We are always figuring on "Other things being equal," but in most instances equality of all kinds is absent. It is most salutary therefore to be constantly on guard as to the quality of the goods

we buy, for there generally lies the secret of the difference in price. All men may be equal before the law, but no two men are exactly alike, and in most instances no two materials are exactly alike, though labelled the same.

You do not pay the same wages to all the men in your employ, because you know that the capacity and productive values of the individuals differs very widely, and you pay them in proportion to their services to you.

If this be true of individuals, it must be all the more true of materials. There are adulterations of materials, as there are weaknesses in men and women, and it is not always easy to arrive at a standard of value. The best standard, however, must always be the pure goods, and in every line it ought to be possible to purchase goods that are of high efficiency and real worth. If any one demand more than the right price, let him prove that his goods are something special, different from normal goods. If he offer his goods at a markedly lower price, examine carefully into the quality of the goods, for there probably lies the secret.

Does it pay, for instance, to purchase Oil of Bergamot at \$2.20 when the market price is \$2.35, and find out later that the oil sold to you is adulterated from 15% to 30%? Does it pay to buy a cheap Otto of Rose and find out later that the product has been adulterated with Oil of Geranium, and that therefore the person who sold you the apparently cheap Oil of Bergamot or Rose was making more profit than the honest merchant who asked an apparently higher price, but was giving you the unadulterated material?

We are in a position to know, through our correspondents at home and abroad, the exact prices of the leading products, and we shall publish information each month for the guidance of our readers, in order that they may not be deceived by false quotations, or faulty materials. The pure article is always worth a price; the adulterated material is dear at any price. We should like to make it impossible for any dealer to sell anything but the real goods. We should like to see the day dawn when the Fakir would be put out of business because no one would buy from him.

THE ART OF LETTER-WRITING.

It is impossible for any concern, no matter how well equipped with representatives, to have them constantly calling upon each member of the trade. Duplicate orders come to the home office, or should come, otherwise the selling expense is extraordinarily heavy. When these duplicate orders come, or especially when they fail to come, the main office should be able to appeal directly and forcibly to present and prospective customers.

It may be freely admitted that personal solicitation is better than the best possible letter, yet a proper system of the right kind of letters must have a good effect in keeping the enterprising house constantly before its patrons.

Other things being equal, that house which sends out strong letters, and is constantly hammering on first one subject, then on another, with its customers must gain business that the more sleepy concern loses. It is a direct method of advertising of tremendous value. The circular letter may be ignored, but the direct personal letter reaches the man himself, and if well written can not fail to accomplish its purpose finally. The secret of success in business is to continue the attack from all points, constantly until at last the fortress surrenders to your well selected and directly phrased arguments.

What makes a good letter? might be the natural query. The letter that brings results is the good letter, and no other, no matter how beautifully its sentences may be balanced. But thought, a large amount of common sense, and good business tact, are the necessary ingredients of this mixture. You must state facts which the writer himself knows to be true and the reader must admit are true, and these facts must be so stated as to carry conviction with them. No fine hyperboles will help cover defects in the material or goods offered. The article to be sold must be as good as the merchant can buy at the price, and must stand the test of use. Tell the story without waste of words, but with power. Convince your customer, and you are sure of another order. Keep the order constantly in view, but base your demand for it on solid arguments, tersely and simply stated. That is a good letter—it will bring business.

LEADING AMERICAN PERFUMERS.

LADD & COFFIN, NEW YORK.

LUNDBORG'S PERFUMES.

When Lundborg came to the United States in the Forties, it was to found one of the greatest Perfume businesses in the United States, though he started by opening a little laboratory in Brooklyn. But this did not content the ambitious Swede long. He departed for New Orleans by steamer, only to be robbed on the way, and to land in the Southern Metropolis penniless.

He was not discouraged, but began business there, to abandon it after a short time and return to New York.

Arrived in New York, he began the manufacture of perfumes, taking as his standard the preparations of Lubin, for which his friend, Henry Haviland, was the United States representative. He was manufacturer, salesman, deliverer, all in one; for going out with samples he would sell a pint or two of extract, return and make it and then deliver. This was the beginning, but it had conscientiousness and knowledge back of it. Lundborg was never satisfied with anything less than the best materials, often sacrificing profit to attain his ends.

There was one kind of alcohol that he would use, and no other, because it was absolutely odorless and pure, and the same held as to other products used in his perfumes. His first great success was "New Mown Hay," to be followed soon by "White Rose" and "Wood Violet," all of these meeting with great favor, because of their high quality and fine, characteristic odors.

Lundborg was an artist, and because of his artistic temperament he sacrificed any and all material means to attain his ends.

He gave a peculiar and individual character to his Cologne which made it different from all other colognes, and it is made to-day by the same formula as it was fifty years ago.

As the business developed Lundborg's ideas broadened, and he offered the public the variety of odors that differing tastes demanded. He recognized the fact that no matter how fine an extract might be, it would not suit all tastes, and he hastened to supply these diversified needs by

offering to purchasers his Edenia, Goya Lily, Marechiel Niel Rose, and finally the Swiss Lilac, which is to-day one of the best sellers of the house of Lundborg.

Lundborg himself is dead, but he still lives, not only in the name of his house and the continued manufacture of perfumes according to his formulæ, but also in his pupils, who learned the art of manufacturing perfumery from this master.

When Mr. R. D. Young left the employ of Mr. Theodore Ricksecker, he soon met with Lundborg, and ere long they were jointly interested in the manufacture of the general line of Perfumed articles.

When Mr. Ladd parted from Colgate & Co., he soon associated himself with Mr. Young and under the firm name of Young & Ladd, they became the selling agents for Lundborg. It was some years later that Mr. Young withdrew and Mr. Coffin joined with Mr. Ladd, to form the firm which continues to this day, although Mr. Coffin has withdrawn from the firm since last year.

The tale of Lundborg's is the story of the dominance of a personality; the perpetuation of principles applied to business in such a way as to insure the continued success of the enterprise.

Though he disposed of name and formulæ to Ladd & Coffin before his death, he continued at the head of the manufacturing department until the end. Meanwhile he had trained Mr. Ladd in his methods, and in 1871 he began the training of Mr. Mott (now the only associate of Mr. Ladd in the firm) in the delicate art of making fine perfumes. For with all of the science of perfume making, there is something more than mere knowledge required. A kind of "Perfume sense" must be developed—that sense which recognizes a triumph when attained, and is ever ready to form happy combinations. It is often by accident that the Perfumer finds his most brilliant successes, but he must have the insight to know them when attained. He may aim at one thing and find something far better.

Lundborg's has been conducted upon these broad lines of investigation and experiment, while all legitimate methods of pushing the products manufactured have been held well in view.

To-day their goods are sold through agencies to all British possessions, on the Continent of Europe, to China and Japan, and the range of manufacture ends only with the possibilities of perfumery.

It seems like ancient history to refer to the old place of business on Vesey St., which was once the site of the residence of Bishop Hobart, but this grew too small long since, and now an entire building is occupied at No. 24 Barclay St.

Lundborg himself would stare, could he see how great this business has grown even since his demise, less than twenty years ago.

A GLEAM OF HOPE.

[By means of a new invention, it is claimed that petrol can be made sweet scented.]

You may seek through scented bowers

Twined with jessamine and rose,

Which the gentle, vernal showers

Have made nectar to the nose;

You may gather Eastern spices

From Mysore and Malabar,

But you'll find that naught so nice is

As the perfume of my car.

You may sack the stores of Rimmel,

And may blend his choicest scents,

With the fragrant of Kimmel

And of luscious liniments;

You may add a drop of Attar

From some Syrian bazaar,

Yet not touch the perfumes that are

Left behind it by my car.

I should add that I'm not speaking

Of the present year of grace,

When the countryside is reeking

Rather rankly as the race

Though to-day the victim rages

'Gainst conditions as they are,

Still I'll sing in distant ages

In this fashion of my car.

—London *Tribune*.

EUROPEAN CORRESPONDENCE.

[The news appearing under this heading from month to month is the latest possible authentic reports from the various floral culture centers or markets. Just because these are reports taken on the spot, reflecting actual conditions, which are constantly changing, apparent contradictions are due to altered conditions, and must be so considered.—Ed.]

CANNES, France.—The complete returns from the Violet crop show that it was about one-fourth below the average. The price of the flowers will be about 5 francs per kilo.

The very latest, and seemingly final, information concerning the Orange-Flower crop is of surpassing importance, confirmed as it is by the official action of the growers. A very careful and thorough inspection of the Orange trees has proved that only the most sheltered trees have escaped, and these are so few as hardly to be worth considering. Many trees have been utterly stripped of blossoms.

The Co-operative Society of Growers of Orange Flowers, the president of which has just visited the Manufacturers of Cannes and Grasse, estimates the crop at 500,000 kilos, while the normal crop is 1,500,000 kilos. The price as now fixed for the flowers of this crop is 1 franc 75 per kilo, the price last year having been 1 franc 40.

The Syndicate of Manufacturers of Perfumery Materials has had two meetings, on April 26 and May 2. At the meeting in April, after a prolonged discussion, it was decided to enter upon negotiations with the Co-operative Society of Growers to fix a barometer of prices for this and other years, on the basis of 0 franc 60 per kilo for Orange Flowers. On a normal crop of 1,500,000 kilos this would make the returns 900,000 francs for the crop.

At a meeting between the officers of the Society of Growers and those of the Manufacturers, the principle of a barometer of prices was generally agreed to, but the Co-operative Society of Growers absolutely refused to apply it to the present year, standing out for its price of 1 franc 75. The position of this Society is made all the stronger on account of the poor crop, which makes it easy to impose conditions, no matter how severe.

This same frost affected the rose-bushes, diminishing the crop which promised to be more than usually fine; but on account of the abnormally large crop of 1905 it is not probable that the price of rose products will be any higher.

THE VANILLA BEAN.

By MR. E. M. HOWELL, PRESIDENT OF ATLANTIC IMPORTING COMPANY, NEW YORK.

Paradoxical as it may seem, the Vanilla Bean is not a bean at all. The amount of false information published in books about this interesting product is astounding. Even so grave an authority as the "Dispensatory of the United States" solemnly states that "the fruit is ready for collection about the end of March and the harvest continues three months." The fact is that the gathering begins in October or November. This is in line with most of the information accessible to the general reader, yet to the Extract Manufacturer and Confectioner, this product is one of primary importance, playing a large part in their work, being the most popular of all flavors.

The so-called bean is the fruit of a real orchid, *Vanilla planifolia*, native to Mexico, but growing also in various other localities, such as the Island of Guadeloupe in the West Indies, the Bourbon Islands and Central and South America.

Like all orchids the Vanilla plant is a parasite, growing only on tree-trunks and digging into the bark for sustenance, as well as support, while it always seeks the ground in which to plant its roots. The third year after a shoot is planted it begins to blossom in May, the bud forms in June, and by November or December the fruit is ready for plucking. The long pods are twisted from the parent stem by long, forked poles, and as they fall are taken green to be cured.

It is in this curing process that much of the quality of the fruit lies. It is extended over five or six months, and must be executed with care, or the results are fatal to its sale.

The Vanilla Bean of commerce is actually a dried fruit, as is well evidenced by the fact that a hundred green beans will weigh ten pounds, but after the moisture has been properly extracted the weight is decreased to six and a half pounds.

The green fruit is exposed on mats to the hot Mexican sun all day, and then taken into the huts, where, wrapped in blankets in closed boxes, it "sweats" all night. Should rain fall or the sun be hidden by clouds the beans are placed in ovens to be heated so that there may be no pause in the process of curing.

This process of alternate heating and sweating continues for several days, or until the beans begin to assume the proper color, but the drying of the beans on frames continues for six months, during which they are continually sorted, and classified according to size, color and general quality. The green pods become first a reddish brown, then a darker brown, until when finally cured the pod is a rich, dark brown, with a beautiful gloss, traceable to the natural oil which it contains.

The Mexican beans for the most part come from a single district within twenty-five miles of Palenta, and these are the richest and finest in the world. The output of Mexican beans is normally 200,000 lbs. per annum, though last year the crop was double this quantity, which accounts for the low prevalent price.

Many misconceptions have gathered around the Vanilla bean, one of the most current being concerned with the "Givre" or crystallization found on the surface of the pod. In the Bourbon variety this crystallization is most frequent, but within the last two years the Mexican bean also has begun to form these crystals, perhaps because greater care is used in curing. This Givre is not, however, an infallible indication of actual essential value, for the Mexican bean even without the crystallization is better than the Bourbon with it, because the former is richer, though the crystals are not brought to the surface.

After the beans have been cured they are tied in bundles of 50 or 75 and shipped in air-tight tins to various markets.

The beans vary in size, for the Mexicans from six to nine inches in length, and for Bourbons from four to eight. The longer beans are preferred because they have less hooks and ends proportionately to the weight, and the best beans are a dark brown, glossy with oil. The poorer quality beans are reddish in hue, and dryer looking, but looks are not always indicative of value. The Tahiti bean is cheapest of all, notwithstanding its good looks, because it has been proved lacking in essential virtue or flavoring value.

Attempts have been made to grow vanilla plants scientifically in plantations, but as yet unsuccessfully. The Indians go through the

woods picking the pods from the plants growing wild, and these seem to furnish the best fruit. The new plants are grown by clipping shoots, tying these to trees, and leaving the rest to the clinging nature of the remarkable plant.

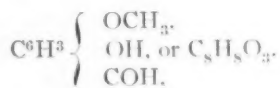
Some dealers claim that the best pods are grown on the Island of Guadeloupe, but these (which are really West Indian, but are known in the American market as South American) are spoiled by faulty curing.

When picked, some of the pods are found riper than others, splitting along the length, and these are preferred by some extract manufacturers, as giving richest results. Other pods are covered with warts, or are deformed, and these are cut up before curing, coming to market in fragments. They are naturally of little value, because much of the oil has been lost from the broken pods.

The Vanilla beans have been so called because these pods look as though they contained beans, like the American string-bean, but the fact is that when opened only very small round seeds are found, with nothing of a bean character.

There is some virtue possibly in these minute seeds, but undoubtedly the chief flavoring value and essential oil lies in the pulpy pod, which has defied the analytical powers of chemists for many years.

It is claimed that M. Gobley, a French chemist, was the first to succeed in extracting the active principle which he called Vanillin, and is now known chemically as the Methyl-ether of protocatechuic aldehyd.



This active principle has also been found in and extracted from coniferin (an expensive process), and especially in oil of cloves from which it is now manufactured in large quantities.

The Vanilla bean, however, contains more than Vanillin which is useful and valuable in obtaining this popular flavor. It is accepted that the resins and aromatic oils of the bean are equally important elements in the obtaining of the typical flavor extracted from this bean.

Commercially the bean is used chiefly for these extracts, the process of manufacture being more or less along one line. The beans are first

chopped quite fine (the finer the better), and then subjected to alcoholic solutions for the extraction of the essence. The strength of the alcohol used differs according to the bean to be treated. The low-grade beans containing less resinous material and Vanillin, will give good results with a low percentage of alcohol. The richer beans require more alcohol to extract the rich flavor. No little judgment is required for the adjustment of solution to bean, results alone demonstrating value.

The United States Pharmacopeia gives the following proportion as effective: To ten grams of beans use 100 cubic centimetres of alcohol, which would mean $12\frac{3}{4}$ ounces of beans to the gallon of alcohol. This is also the standard of strength as established by Secretary Wilson of the U. S. Department of Agriculture, and necessarily in accord with all Pure Food Laws.

It has, however, been proven by the chemists in our laboratory that the alcohol used in this proportion is not fully saturated with the essence, and they have succeeded in extracting the entire flavoring material from as high as seventeen ounces of beans to the gallon, thus making the extract at least 30% richer, and therefore all the more typical and full-savored.

TO THE CUSTOMER DIRECT.

By MR. W. H. HYDE OF THE ABNER ROYCE CO.,
CLEVELAND.

Outside of the so-called scheme plans, the one of supplying Perfumes and Toilet Requisites to the consuming trade direct by local canvassing representatives, has developed and grown to large proportions within the last quarter of a century.

This direct plan has undoubtedly been a potent factor in largely increasing the consumption of Perfumes and Toilet Requisites; and the trade in general has been greatly stimulated and the consumption largely increased. Many a woman to whom perfumes never appealed, has become a regular customer only after the article has been presented to her in a pleasing, persuasive manner by some intelligent saleswoman.

For over twenty-five years the house with which I am identified has been supplying the con-

ROSEMARY OIL.

By E. J. PARRY, B.Sc., F. I. C., F. C. S., AND C. T.

BENNETT, B.Sc., F. C. S.

suming trade direct through canvassing representatives. True, its output was small in the beginning, but by sticking persistently to the original policy of manufacturing only goods of first quality, a general confidence has been thoroughly established, until their products are extensively used throughout every state and territory of the country.

In the successful culmination of its plan, are necessarily employed many hundreds of energetic women who solicit the business from the housewives of their various localities. To these the misused term of "peddler" in no way applies. They are saleswomen, thoroughly familiar with the line of business with which they are identified, and their intelligence and ability equal that of the salesman who calls upon the druggist or the department store.

Another phase of the plan is that it gives energetic women an opportunity to do for themselves. The average woman, more or less familiar with Perfumes and Toilet Requisites, left suddenly dependent upon her own resources, often finds in the sale of these goods the means of a very gratifying livelihood.

Outside of a successful business venture for the manufacturers, the plan offers employment to many women, whom circumstances might otherwise compel to resort to lines of work less pleasing and remunerative.

The once prevalent impression that nothing of value could be purchased at the door and that the canvassing agent was simply the outlet for inferior products which merchants would not permit to pass over their counters, has long ago ceased to exist. Not only perfumes of the very best quality are to-day sold direct, but many other household articles as well, equal in quality to anything that can be procured from the most reliable dealer.

If one were to believe the newspapers he would believe that no one need turn gray any more, for it is announced that Metchnikoff has proved that the application of hot irons to the hair will prevent its changing color. It is very doubtful whether this skilled investigator said any such thing, without modification, and the modification is the chief consideration with true science. We fear that hair-dye will not be displaced by the hot iron just yet.

It has been observed for some time past that rosemary oil of Spanish origin is frequently levorotatory, and it has been assumed that this is due to adulteration. Gildemeister and Hoffmann, in their book on essential oils, state that pure rosemary oil is always dextrorotatory, and, further, that the first 10 per cent. distilled is likewise dextrorotatory. Messrs. Schimmel & Co., in a recent report, state that they have observed a dextro-gyrate oil giving a lavogyrate fraction on distilling the first 10 per cent., and consider that this was due to the admixture of other plants with the rosemary. We have recently carried out investigations which throw some light on this matter, the results of which are here given.

We have had consigned to us authentic specimens of rosemary herb grown in Spain and France respectively (some 300 lb. in all), and the oil from these has been distilled in the laboratories of Messrs. Wright, Layman & Umney, Ltd., under the direct supervision of Mr. J. C. Umney. We are also indebted to Mr. H. E. Burgess for the distillation of one sample. The results of our examination of these oils prove beyond doubt that a levorotatory oil is consistent with purity, and also a dextrorotatory oil giving levorotatory fractions.

It is customary in France to distil the oil from herb which has been collected after the flowering period (February and March) and dried for about eight days in the sun. In Spain the distillation goes on all the year round, and some variation is therefore to be expected. Both fresh and dried herbs are employed, the latter when the supply is greater than the capacity of the stills and when it has to be carted from a long distance. In the dry state the leaves can be readily separated from the stalks by threshing, but in the fresh condition it is impossible so to separate them. The yield from the fresh herb is from 0.4 to 0.75 per cent., while the dried leaves yield about 1 per cent. of oil, which is of finer quality than that from the fresh herb. The characters of three typical samples were as follows:

No. 2.

Source.	1 (SPANISH).	2 (FRENCH).	3 (FRENCH).
	Leaves Alone.	Leaves and Stalks.	Leaves Alone.
Specific gravity....	0.917	0.897	0.914
Optical rotation....	+ 5° 30'	- 8° 30'	- 3°
Esters calculated as bornyl acetate....	3.2 %	3.0 %	3.6 %
Total borneol.....	19.7 %	10.9 %	18.5 %
Optical rotation of 1st 10 per cent. (100 mm.).....	- 1 %	- 12° 30'	- 10°

No. 1 was distilled from herb collected towards the end of last summer and dried in the sun. It consisted entirely of leaves which were well developed and of a fine green color. The yield was 0.89 per cent.

No. 2 was distilled from stalky herb in the dried condition, collected in February last. The proportion of stalks amounted to nearly 60 per cent. Yield of oil, 0.4 per cent.

No. 3 was distilled from the same consignment as No. 2, but the stalks were separated and the leaves alone distilled. They yielded 1.09 per cent. of oil, containing a high proportion of borneol. The leaves were somewhat discolored, probably owing to some fermentation.

The stalks alone yielded very little on distillation, showing that they contain a much smaller percentage of oil and that of little odor-value. Our results show that the levorotatory constituent (lævo-pinene) occurs in greater proportion when the stalks are included, and that an inferior oil is then obtained. It is evident that oils derived from carefully picked leaves yield fractions which are levogyrate.

The following are the results of fractionation of the above oils:

No. 1.

Fraction.	Sp. Gr.	Rotation.	Refractive Index.	B. P. Commencing at
1.....10	0.884	- 1°	1.4676	152° C.
2.....10	0.890	- 1° 10'	1.4680	156° C.
3.....10	0.895	- 1° 20'	1.4681	159° C.
4.....10	0.902	+ 1°	1.4682	162° C.
5.....10	0.903	+ 1° 20'	1.4683	163° C.
6.....10	0.911	+ 2°	1.4686	165° C.
7.....10	0.922	+ 2° 30'	1.4700	169° C.
8.....10	0.940	+ 3°	1.4736	177° C.
Residue 20	Partially crystallized.		1.4885	185° C.

Fraction.	Sp. Gr.	Rotation.	Refractive Index.
1.....10	0.874	- 12° 30'	1.4660
2.....10	0.878	- 13°	1.4670
3.....10	0.879	- 13° 30'	1.4670
4.....10	0.883	- 12° 20'	1.4670
5.....10	0.886	- 11° 20'	1.4670
6.....10	0.891	- 10° 30'	1.4670
7.....10	0.896	- 8° 30'	1.4678
8.....10	0.909	- 5° 30'	1.4702
Residue 20	—	—	1.4859

No. 3.

Fraction.	Sp. Gr.	Rotation.	Refractive Index.
1.....10	0.885	- 10°	1.4660
2.....10	0.888	- 10°	1.4680
3.....10	0.891	- 9° 20'	1.4685
4.....10	0.896	- 7° 70'	1.4686
5.....10	0.900	- 6° 70'	1.4686
6.....10	0.909	- 4° 50'	1.4686
7.....10	0.921	- 1°	1.4686
8.....10	0.938	+ 2°	1.4697
Residue 20	Partially crystallized		—

It is therefore quite clear that the borneol is derived principally if not entirely from the leaves, and a genuine levorotatory oil containing a comparatively low percentage of borneol may be assumed to have been distilled from both leaves and stalks, since the leaves alone yield an oil which has a finer odor and higher borneol-content.—From *The Chemist and Druggist*.

In the death of Alvah Ulysses Wood, father of Mr. Alfred F. Wood, of Detroit, one of the leading citizens of that city passed away. He had almost reached the advanced age of eighty years, enjoying the respect of all who knew him, for he was a genial old gentleman, who had seen all sides of life, and, practising at the bar for many years, after serving in the civil war, he still enjoyed life to the last. The many friends of his son, the progressive perfumery manufacturer, will hasten to extend their sympathy to him and the rest of the family.

PROBLEMS OF PERFUMERY MAKING FOR A DEPARTMENT STORE.

By MR. S. G. SMITH, CHEMIST, WITH THE SIEGEL, COOPER CO., CHICAGO.

Our business being principally a retail one, we have to get up new things every year. The State St. crowd demand it and we try to give them what they want.

We keep up with the times by putting good goods in attractive packages.

We spared no expense in getting started right, some of our earliest labels cost \$100 each for the artist's sketch alone and 10 years ago we had to go abroad for our work. We have always believed in home industries and just as soon as the native designers could match the work we turned it over to them. But even to-day all our Christmas boxes come from abroad for no American firm can as yet produce goods similar to the artistic packages we import. Our orders for last year's holiday trade ran unto the thousands of dollars for boxes alone.

I believe I have handled every Synthetic that has come out, and, though many have failed to come up to expectations, the best of them have revolutionized the art of perfumery and I have had good success with various odors into the composition of which they entered.

At that, the perfumer can not get away from the old Flower Washings. A good Washing is still the base of every successful perfume. Price has never been a consideration with us. I would rather pay \$1,000 a pound for a new and really good Synthetic than \$10.00 a pound. The expense keeps the cheap imitation at bay, and, our aim being to produce something new every year if the price keeps up, we will push the perfume for all it is worth while we have the monopoly—the other fellow can have it after that.

Some of our successful odors have deserved vogue—one, our "Souvenir," has been popular for five years, but then it is put up in an exceptionally attractive package. To-day our "Trefoly" and our "Bouquet Royal" are the best sellers and we are now working on two new ones for next year, which I expect will surpass in popularity anything we have yet produced. One feature of our work is originality—we copy nobody—every label is a little work of art—even our ribbons are made to order and we own our own bottle moulds. Maybe we have upset a few traditions. I believe we were the first to put

a two-ounce bottle of good perfume on the market for the popular price of 25 cents. Of these goods alone, we have sold at retail over 2,000 gross and without one complaint. Our 50 cent and 75 cent goods are just as popular as you see we do not cater only to the cheap trade. In fact, our prices for all lines of Toilet goods will be found right up to those of the best.

Our policy of nothing but the best has paid us. We have no cheap material and we store our perfume to maturity. It takes considerable capital to do this with our large variety, but the firm has never made a complaint because the results have justified the expense. Of course, I have made many mistakes, and costly ones, but, properly handled, there is very little loss in the perfumery business. The label end of it is where money can be thrown away. Good material can never make a loss. If you watch the market you can always find an outlet with a little judicious advertising.

I took three trips to Europe—to England, France and Germany, before I felt qualified to make a start in making perfumery and toilet articles. I visited the flower farms and pomade factories and then the manufacturing perfumers. The last trip was to the box-making centre of Germany and to tell the truth that trip paid me best. I believe we have in the United States the soil and the climate to produce the pomade flowers at home, and if I ever get the time I am willing to take a flyer in that. There is a certain fascination in the manufacture of Perfumery that keeps one experimenting, and I find I have to limit myself to a certain amount each month or I should soon make a hole in the profits. A good nose, a certain amount of artistic perception combined with commercial common sense, are about all the requisites. It has been a wonder to me that more women do not develop into perfumers. Their natural gifts would stand them in good stead. My experience has shown me that not one man in a hundred can distinguish odors that any of the factory girls can name, blindfolded, even when they are new to the work.

I have come to the conclusion that the time and money spent in getting up attractive goods is well worth the trouble.

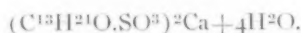
THE α AND β -IONONES.

By PHILIPPE CHUIT,

Dr. ès-sciences.

(Continued from the April Number.)

UNSTABLE β -IONONE HYDROSULFONATE OF CALCIUM.



The calcium salt of the hydrosulfonic compound of β -Ionone is much less soluble than that of sodium; it may be used advantageously to isolate β -Ionone from the bisulfite solution obtained in dissolving the Ionone in bisulfite of sodium.

It can be produced by precipitating a solution of the sodium salt through calcium chloride.

It dissolves with difficulty in water and alcohol, it crystallizes into beautiful transparent crystals through a slow evaporation of this latter dissolvent; in boiling acetic ether and acetone: very little soluble.

ANALYSES.

The dosage of H^2O is not possible as the body when put in vacuum with H^2SO^4 or warmed to 85° does lose any of its weight and warmed to 105° it decomposes.

I. Subst.=0.6043 gr.; $CaSO^4$ =0.1254 gr.=6.10.

II. Subst.=0.9822 gr.; CaO =0.0805 gr.=5.85.

III. Subst.=1.5982 gr.; $CaCO^3$ =0.2392 gr.=5.99, CaO =0.1352 gr.=6.04.

Theory for $(C^{13}H^{21}O.SO^3)^2Ca + 4H^2O$ 6.08 Ca%.

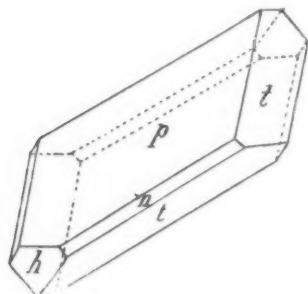


FIG. 2.—Instable β Ionone hydrosulfonate of calcium.

FIG. 2.—INSTABLE β -IONONE HYDROSULFONATE OF CALCIUM.

This salt yields β -Ionone quantitatively, when it is decomposed in a current of steam, by carbonate of sodium; the β -Ionone thus obtained is colorless.

Mr. S. Jerschoff kindly ascertained the crystallographic measures of this salt.

Colorless and transparent crystals; the alcoholic as well as the watery solution always yield a notable quantity of macle crystals.

The simple crystals offer the following faces:

Base $p=001$ very developed, orthopinacoid $h=100$ small; protohemipyramid posterior $t=111$ well developed; hemipyramid anterior $n=11\bar{1}$ very narrow.

The crystals are flattened on their base $p=001$.

Monoclinic system.

Value of $ZX=100^\circ 33'$.

Parametric relation $a : b : c = 1.785083 : 1 : 1.222305$.

The macle is produced by normal hemitropy with the junction face 11 at the base $p=001$.

PROPERTIES OF α AND β -IONONES.

The possibility of obtaining α and β -Ionone easily and absolutely pure by means of their hydrosulfonic compounds have induced me to re-examine some of their properties and here are the principal results obtained.

	α = IONONE	β = IONONE
Color	Colorless	Colorless
Sp. Gr. at 15°	0.9338	0.9488
" " at 20°	0.9301	0.9442
Refractive index λ at 16.5°	1.50048	1.52070
Refractive index λ at 17.2°	1.50001	1.52008

BOILING POINTS BY VARYING THE PRESSURE DURING A DISTILLATION.

THERMOMETER DIPPED IN THE STEAM.

	α = IONONE	β = IONONE
Boiling point under 10 mm..	77	131.1 $^\circ$
" " " 10.50....	77	132.3
" " " 11	77	133.6
" " " 11.25....	127.1 $^\circ$	77
" " " 11.75....	127.4	77
" " " 12	127.6	134.6

	α = IONONE	β = IONONE
Boiling point under 12.50...	77	135 .3
" " " 13	131 .1	136 .8
" " " 13.50....	131 .5	77
" " " 13.75....	77	137 .6
" " " 14	131 .8	137 .9
" " " 15	77	139 .3
" " " 16	134 .3	140 .4
" " " 17	136 .1	77

Most of the α and β -Ionone derivatives resting on the property which these ketones possess to yield compounds with the substituted ammonias are already known; it may, however, be noted that when β -Ionone and the parabromo-phenylhydrazine are made to boil for an hour in presence of glacial acetic acid, the ordinary p-bromophenylhydrazone melting at 116° is not obtained, but an isomer melting at $166-167^\circ$.

This isomer is much more stable than the ordinary p-bromo-phenylhydrazone and not very soluble, it may be used to characterize β -Ionone conveniently; the ordinary p-bromo-phenylhydrazone warmed with acetic acid, also undergoes this transformation whilst the p-bromo-phenylhydrazone of α -Ionone, treated under similar conditions retains the same melting point.

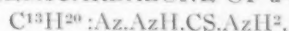
Tiemann B., 28, 1756, had already produced this compound (melting at 165°) but he could not suspect that it was a derivative of the β -Ionone, the same being unknown when his publication was made.

The phenylhydrazone of the β -Ionone, when warmed with glacial acetic acid for an hour, also transforms itself into a not very soluble compound, melting at 112° , and after repeated crystallizations in methylic alcohol at 117 and then 121° , does not yield β -Ionone any more with the acids.

To the oximes, hydrazones, semicarbazones, etc., have been added the thiosemicarbazones; the thiosemicarbazide lately recommended (B., 35, 2049) for the dosage of the aldehydes and ketones, has revealed itself as an excellent reagent for the Violet ketones, owing to the fact that the thiosemicarbazones which are easily obtainable, crystallize well, offer a great difference between their melting points, and there is no formation of several thiosemicarbazones for the same ketone.

The Pseudoionone itself yields an oily thiosemicarbazone.

THIOSEMICARBAZONE OF α -IONONE.



One gram of α -Ionone is warmed in 10 c.c. alcohol with 0.5 gram thiosemicarbazide in 5 c.c. of water for 10 minutes to boiling point, there results an oily product crystallizing after a few hours; and it is advantageous to use an excess of thiosemicarbazide even greater.

0.8 gram of product melting at 115° are obtained, and after recrystallization in alcohol, 0.5 gram melting at 121° .

ANALYSIS.

Subst. = 0.1770 gr.; Az = 25^{66} ; 3 at 18° and $730^{m}/m = 16.11$.

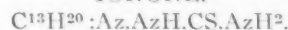
Theory for: $C^{13}H^{20}:Az.AzH.CS.AzH^2 = 15.85$ Az 66 .

Very soluble in cold state, in benzine, recrystallizes easily from ligroine.

The decomposition of the crystals of the thiosemicarbazone through phthalic acid in a steam current is fairly slow, but the quantity of α -Ionone regained is that corresponding to the theory.

It has been ascertained later on that the condensation between α -Ionone and the thiosemicarbazide was better, by replacing the alcohol as dissolvent by glacial acetic acid; the product also crystallizes much better; as, for instance, by warming for a few moments a mixture of 1 gram of α -Ionone, 5 grams acetic acid and 0.6 gram thiosemicarbazide, 1 gram of pretty white needles is obtained, melting at 118° , and further 0.2 gram from the mother lye melting at 116° ; the two parts united and recrystallized in a mixture of ligroine and benzine yield 1.1 gram melting at 119° and after recrystallization at 121° .

THIOSEMICARBAZIDE OF THE β -IONONE.



The thiosemicarbazide seems to be the most excellent reagent in the β -Ionone, because the product which is obtained crystallizes very easily and in nearly theoretic quantity; in warming for a quarter of an hour to boiling point 1 gram of β -Ionone dissolved in 20 cub. c. alcohol 70% with 0.7 gram thiosemicarbazide, 1.6 gram melting at 154° are obtained after cooling, which when purified in diluted alcohol yield 1.4 gram without the mother lyes melting at 158° .

Very pretty white nacreous scales, becoming easily yellowish; very soluble in benzine and alcohol; it is not even possible to obtain crystals from strong alcohol, but the crystallization takes place very easily in diluted alcohol.

ANALYSIS.

Subst.=0.1479 gr.; 21 c.c. Az. at 15° and 734 m/m
=16.33.

Theory for $C^{13}H^{20}$: Az.AzH.CS.AzH²=15.85-Az%.

The decomposition of the β Ionone thiosemicarbazone in a steam current in presence of phthalic acid, takes place very rapidly and the yield in oil is quantitative.

It was interesting to see how the mixtures of α and β Ionones would conduct themselves with the thiosemicarbazide; the tests have proved that from a mixture of 20% of α Ionone and 80% β Ionone there crystallizes, starting from 1 gram of this mixture immediately 1.2 gram of thiosemicarbazone melting at 143°, and after two recrystallizations in diluted alcohol at 158°, that is to say nearly the whole of the β Ionone; the thiosemicarbazone of the α melting at 121° is found again in the mother lye.

By using a mixture of 20% β and 80% α Ionone, the product of the reaction crystallizes with more difficulty; the first part 0.6 gram which crystallizes melts first at 121°, and when it is recrystallized, the melting point rises and, in the end 0.3 grams melting at 158° are obtained.

The β Ionone therefore also crystallizes first, but it draws along part of the α Ionone, the mother lyes yield 0.6 gram melting at 121°. These tests were made by using alcohol as solvent; had acetic acid been used, the yields would have been better.

THIOSEMICARBAZONE OF IRONE.

$C^{13}H^{20}$: Az.AzH.CS.AzH².

Although Irone is a little outside the subject which I have treated here, I thought, however, it would be well, owing to the close relation of this body with Ionone, to give the results obtained by the reaction of the thiosemicarbazide on Irone.

Irone also dissolves in bisulfite of sodium, but the compound which is obtained has not been studied yet.

As regards the thiosemicarbazone of Irone, it is prepared after the same manner as that of the α and β Ionone; the precipitate melts first at 160° and after repeated crystallizations in a mixture of benzine and petroleum ether at 174° and ultimately at 181°; star shaped crystals result.

ANALYSIS.

No loss in vacuum on H²SO⁴.

Subst.=0.1631 gr.; 22 c.c.; 8 Az at 15° and 727 m/m=15.85.

Theory for: $C^{13}H^{20}$: Az.AzH.CS.AzH²=15.85 Az%.

CONSIDERATIONS ON THE USE OF α AND β IONONES IN PERFUMERY.

Owing to the constant progress of chemistry, there are now processes in existence yielding as may be required essences of Violets formed by mixtures rich in α Ionone and poor in β Ionone, or on the contrary containing large proportions of this latter body and little α -Ionone, and on the other hand processes permitting the complete separation of one or the other in an absolutely pure state.

These results excite not only a scientific interest because their importance from an industrial point of view is undeniable, but also, the production of pure odorous products being of great value to the perfumer, enabling him to create new bouquets, more varieties of perfumes, and to his laboratory, already so rich and yet still so imperfect, are added new ingredients.

Anosmic people, that is to say those who do not distinguish odors, or even the layman, that is to say, he who is not in the trade and whose nose is not trained, can not easily imagine the enormous difference which sometimes exists to the sense of smell of the practical man between a pure odorant body and the same body when it is impure, viz., a difference which might to a certain extent be compared in music to what a correct note and one varying only slightly, but yet false, is to the ear.

And although the chemical difference is sometimes only so very small that it can be detected by analysis alone, the practised nose will discover impurities which cannot be appreciated by any other means, as Tiemann B. 262675 ascertained, in his first publication on the essence of Violet.

It could also be seen recently with Indol, for example, that a body which was considered to be pure until then was possessed of an absolutely loathsome odor, whilst the same product, after having undergone a further purification by more delicate means, could on the contrary yield a powerful, but agreeable, aroma, and that it was actually in existence, even in the natural state, as an integral part of the delicate perfumes of flowers, such as the Jasmin, Orange blossom, etc.

The difference of perfume between bodies of the same nature, but varying as regards purity, lies often, not only in the quality of the perfume, but especially in its intensity.

It must in fact be noticed that for many odorous substances, the aroma only develops well when a certain degree of purity has been obtained; it seems that there is, in this fact, a similar phenomenon to that of glass slightly smoked which nevertheless considerably attenuates the light; it is perhaps also, but this is less likely, an interference phenomenon. Our actual knowledge on the nature and the propagation of odors does not enable us to make an absolute statement in this respect.

However that may be, the fact remains, and raw vanillin, for instance, smells comparatively little, whilst when purified it exhales strongly the agreeable perfume which everybody knows; in vanillin the aroma may vary also according to the process of manufacturing, and the connoisseur among manufacturers of chocolate or confectionery can sometimes discover a difference of perfume between the chemically pure vanillins of different makers.

These same facts are noticeable in essences of Violets and the differences which may be detected are much greater because the essences do not crystallize and consequently are not so easily purified, and furthermore the presence of two isomers complicates the question.

As the purification of these essences progresses, it is noticeable that the perfume appears more freely, more agreeable and more flowery; the distance at which the perfume may be detected increases notably also, the aroma being no longer masked by other odors and the volatility of the essence being increased by the fact that it is freed from impurities, such as products of condensation or resins which withhold the perfume.

Owing to this greater power of emanation, the

perfume of these absolutely pure products, although being stronger at first, seems more subtle, that is to say disappears more rapidly than that of the essences which are less pure, and that is the objection which certain perfumers have had regarding the chemically pure α Violetone.

This is naturally only a seeming disadvantage, because it is evident that the perfumer possesses, through using pure odorant substances, the maximum yield, as well as the greatest delicacy, of perfume, and it is the business of the compounder to know how to moderate the volatility, the power of emanation of the odorant molecules of the product by the adoption of proper fixing materials.

The difference of odor between the absolutely pure α & β Ionones is great enough to enable a person with a little practice not to mistake one for the other; when the oils themselves are smelled, the α Ionone is possessed of a sweeter and at the same time of a more penetrating odor, more flowery and reminding one more of orris than the β Ionone, but if a drop of each of these products is allowed to evaporate spontaneously on a slip of paper, it is noticed that the β yields a perfume which is quite as strong, and which has in my opinion perhaps more resemblance to the true violet odor of the flower.

This difference is so great that a perfumer cannot use indifferently the one or the other isomer in a composition without changing the ultimate result considerably.

The Ionone generally sold commercially, although it contains a large proportion of α Ionone and very little β Ionone, possesses a very different perfume to that of the pure colorless α Ionone, and when this latter was submitted for the judgment of perfumers many of them at first could not believe that it was Ionone, so great was the difference which appeared to them when comparing it to what they had been accustomed to use.

The α & β Ionones, owing to their resistance to alkalis, can be advantageously used to perfume soaps; the perfumes which are generally mixed with Ionone are bergamot, orris root vetivert, etc.

The essences which blend best with Ionone in the manufacturing of extracts are orris, cassie, vetivert, jasmin and ylang ylang.

Owing to the great appreciation which Violet extracts and soaps met with after the discovery of Ionone, the consumption of natural violet has been apparently ever increasing, because these preparations enabled the chemist to produce this peculiar smell of the blossom which Ionone of course does not possess.

We have therefore the rare example of a chemical synthesis which has not harmed agriculture, and an industry, which seemingly might have been ruined, has on the contrary received fresh impulse; to this example might be added that of Vanillin, because, notwithstanding the extraordinarily low prices of this product, the natural Vanilla assuredly always finds buyers, although its price has not varied much.

Chemistry has certainly been less merciful in the dominion of dyeing products, the garance of old and the indigo to-day are proofs of that.

It does not seem as if chemical synthesis is called to play the same unhappy part in the industry of the raw products for perfumery; as coal tar, which is the starting point and the inexhaustible well for artificial colors, does not occupy generally the same place in the manufacturing of synthetical odors, because they are for the most part tributary to the vegetable kingdom, as, for instance, Vanillin to essence of cloves, Ionone to Lemongrass, Heliotropine to essence of camphor, etc., and, on the other hand, as it is impossible to manufacture first-class perfumery without natural essences, these will always keep their value, just as in another way the good wines of Burgundy and Bordeaux will always hold their own against artificial preparations, and although artificial preparations, such as beer, have met with success, they will never eclipse the natural product.

It has therefore not in the least been proved that the growing industry of artificial perfumes has caused that of the natural perfumes to retrograde; the perfumers in Grasse and Cannes are also continually increasing their factories and improving their processes.

It would seem that these two industries are made to understand one another and not to cut each other out.

In any case, chemical perfumery cannot do without perfumes, and on the other hand certain synthetic preparations, such as Ionone, Heliotropine, Terpeneol, etc., are quite indispensable,

and it would be impossible for the cleverest perfumer to manufacture Violet, Heliotrope, Lilac and many other extracts without them.

Ought one to believe now that the improvements which perfumery is undergoing will bring about a more general use of it?

It is probable, because the use of perfumes is always growing, and they are used now in trades where they were not met with before; in short, the increasing use of perfumery is one of the numerous, ever more accentuated, manifestations of luxury towards which all civilized nations strive.

SAN FRANCISCO REDIVIVUS.

The American spirit rises triumphant even from the ashes of the stricken Western Metropolis. The vigorous commercial spirit of the merchants of San Francisco asks no charity of their business brothers. They are up and doing, ready to recoup their heavy losses by an access of activity. Almost at once they have begun the re-establishment of their places of business.

In the Essential Oil and Perfumery lines Messrs. George Lueders & Co., Paul Rieger & Co., and A. C. Boldemann & Co. lost their entire stock in the fire following the earthquake, but hardly a week passed before temporary quarters were secured either in San Francisco, or a neighboring city, and stock was ordered from the East.

Proffers of aid have come spontaneously from all who knew any of these firms and with the spirit that moves them and the hearty assistance of their friends the outcome is not uncertain. Rising above this disaster they will achieve greater success than they have enjoyed in the past. THE AMERICAN PERFUMER begs to congratulate these and the other high-spirited merchants of the far West who have passed through these trying times with such flying colors, and extends its best wishes for an increase of prosperity to one and all.

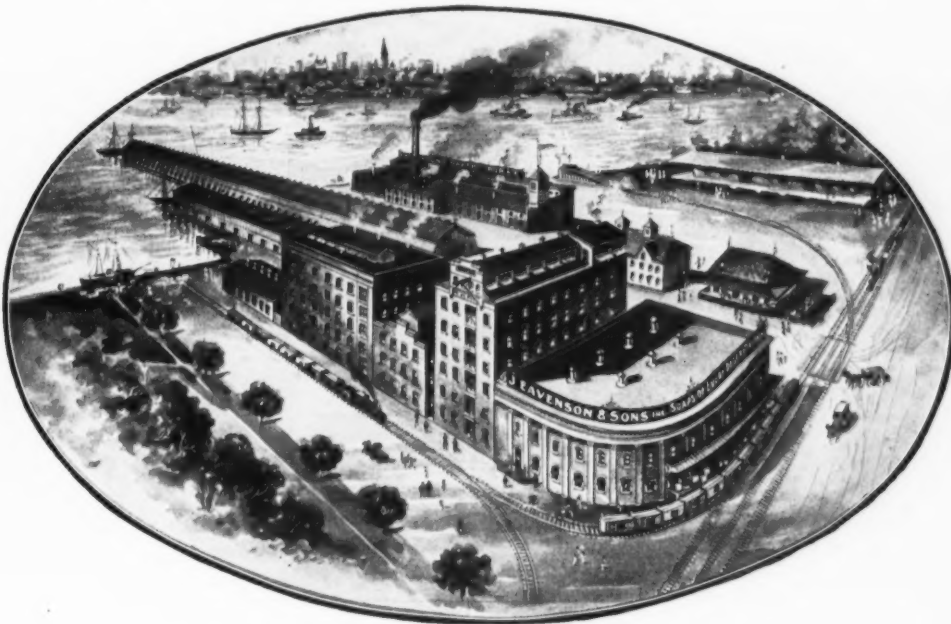
Messrs. Lyon & Knight have taken over the business of Caswell, Massey & Co., buying stock, good-will, etc., and are adding four more stores to those already established. The new concern is to operate under the style of Caswell-Massey Company, and should be most successful under the reorganization.

ON THE SCENT.

By Mr. S. Sence.

There is fun even in the perfumery business—if you look for it. I met an old perfumer the other day, and he could tell stories connected with the manufacture of perfumes from morning until night. He was in the habit of wearing a special old hat while at work in the laboratory, and usually he changed it for another when going to luncheon. On one fateful day he wore the old hat, and, as must happen, he and a young man lunching at the same restaurant exchanged head-gear. Neither noticed it then. The young man was forced to notice it later. He was usually at home promptly at six o'clock, but on this

special day business detained him down town and he did not reach his little flat until 10 P. M. There his wife was waiting for him, and when he cited the old plea of working at the office she said, "Where have you been? Certainly you did not get that perfume in the office!" He denied leaving the office save to come home, and the war of words raged high. Calling the servant—the indignant wife asked, "Mary, don't you smell perfume strong?" Mary happened to be standing near the rack on which the all-offending hat was hung, and she traced the odor to the hat at once. Looking inside, the initials of the perfumer were plain, the scent was explained, apologies and tears were in order, and peace reigned once more.



EAVENSON & SONS' GREAT MOVE.

One of the oldest Soap Concerns in Philadelphia has lately removed to Camden, where it occupies the commodious quarters erected originally as a Sugar Refinery. It is none other than the house of J. Eavenson & Sons, founded in 1856, by Alben and Jones Eavenson, both members of the Society of Friends. The new plant is splendidly adapted to the needs of a progressive Soap factory, consisting as it does of a two-story

warehouse, 171 by 94 feet; a pan house, six stories high, 117 by 64 feet and a three-story filter house. These stand on fine grounds, 1,200 by 319 feet, making it all a splendid property.

The plant is to be devoted to the manufacture of mill goods, laundry and toilet soaps, the capacity being something like two million pounds. With such history behind it and every facility for manufacturing on a large scale, the prospects of ever-widening success are most flattering.

KAZANLIK, Bulgaria.—The prospects of the Rose crop are reported to be excellent, but nothing positive can be stated as yet, because it is too early to arrive at a final judgment. There are three turning points in the rose crop: I. During the winter frosty winds may damage the rose bushes; II. Unfavorable conditions may hinder the proper formation of the buds, and III. During the distilling period dryness and South winds may reduce the yield considerably. The third of these crucial points is the most important; the second ranks next, and the first period bears least upon the final result.

The first and least salient point is favorably turned, but the other two periods are yet to come. In two or three weeks we shall know all about the budding, and the favorable or unfavorable climatic conditions surrounding the distillation period, but the final judgment of the quantity and quality of the entire crop will not be possible until the middle of June. Prospects are, however, good, and should nothing unforeseen occur we may expect the result to be at least normal in quality and quantity.

If you want to learn how to advertise in "English" read this specimen from the pen of an "artist" of Japan:

"Zinsika" Musk Soap is comprehend the most useful Ichthyolum for the skin therefore it has a great effectual point for the scene, freckles on the face, and the skin-disease.

This soap is specially made with the good trial for the materials and it will be used long time because it is very hard.

If you once used it, it has the peculiarity of imparting its desirable Violet and noblest odor of Musk to other objects, and at least for the five days, it may be used to scent clothing, gloves, towel, handkerchief, summer-garment, and bed.

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